

Message Text

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ORIGIN COME-00

INFO OCT-01 AF-10 NEA-10 ISO-00 EB-11 USIA-15 PA-04 PRS-01

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DRAFTED BY: COM:BIC:OIM:246: JBHEARN

APPROVED BY: EB/OCA/REP: GPWILSON

OIM:246: TFWELCH

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EB/OCA/BR/STATE: RSCISSORS

NEA/ARP/STATE: GQLUMSDEN

NEA/ARP/STATE: BWRAMPLEMEIER

AF/E/STATE: TBURKE

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P R 121834Z DEC 73

FM SECSTATE WASHDC

TO AMEMBASSY ABU DHABI PRIORITY

AMEMBASSY KUWAIT PRIORITY

AMEMBASSY LUSAKA PRIORITY

AMEMBASSY BEIRUT BY POUCH

AMEMBASSY JIDDA BY POUCH

INFO AMEMBASSY LAGOS

AMEMBASSY MANAMA

AMCONSUL DHAHRAN

UNCLAS STATE 242920

E.O. 11652: N/A

TAGS: BEXP BA KU LE NI SA RC ZA

SUBJECT EDUCATIONAL EQUIPMENT & MATERIALS TRADE MISSION

REF: A) STATE 235429; B) JIDDA 5301; C) JIDDA 5342;

D) KUWAIT 4195; E) KUWAIT 4242; F) BEIRUT 13796;

G) LAGOS 9653

1. AFTER REVIEWING POST RESPONSES TO REF (A) RE SUBJECT
MISSION PROPOSED JANUARY 28-FEBRUARY 13, DEPARTMENT
INCLINED PROCEED WITH MISSION SUBJECT POST REACTIONS
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SUGGESTIONS BELOW. APPEARS NOW MISSION COULD NUMBER 5-10

FIRMS DEPENDING ON REACTION OF 4 FIRMS NOW ON SIMILAR MISSION IN AFRICA (REF G).

2. WE PROPOSE LOW PROFILE MISSION WHICH WOULD, AS JIDDA SUGGESTS, DOWNPLAY OFFICIAL CHARACTER OF MISSION AND EMPHASIZE GROUP AS EVIDENCE CONTINUING U.S. BUSINESS INTEREST IN HOST COUNTRIES. ASSIGNED MISSION DIRECTOR IS THOMAS F. WELCH, DEPUTY REGIONAL MARKETING DIRECTOR, NE-SA DIVISION, OIM. POSTS COULD ELIMINATE HIGH VISIBILITY ELEMENTS SUCH AS ADVANCE PUBLICITY, MISSION RECEPTION, MEDIA INTERVIEWS, AND PRINTED INVITATIONS. THIS APPROACH WOULD RELY ON DIRECT EMBASSY CONTACTS FOR ARRANGING MISSION SCHEDULE. PARTICULAR TECHNIQUES AND DEGREE VISIBILITY DESIRED CAN BE LEFT TO DISCRETION EACH POST IN ACCORDANCE ITS ASSESSMENT LOCAL CONDITIONS. DECISION TO GO CONTINGENT, OF COURSE, ON POSTS' ASSURANCES OF ACCESS TO GOVERNMENT OFFICIALS AND BUSINESSMEN NECESSARY TO ACHIEVEMENT MISSION OBJECTIVES. FOR JIDDA: WOULD LEAVE TO POST DISCRETION WHETHER SEEK OFFICIAL MINISTRY OF COMMERCE APPROVAL WHICH HAS BEEN VALUABLE ASSET TO PREVIOUS MISSIONS.

3. DO NOT BELIEVE STAGGERED MISSION FOR WHOLE AREA AS SUGGESTED REFS (D) AND (E), AND ABU DHABI 1442, A PRACTICAL ALTERNATIVE AT THIS TIME. WOULD HOPE MISSION COULD VISIT UAE. IF EMBASSY ABU DHABI RECOMMENDS AGAINST MISSION VISIT EVEN UNDER CONDITIONS PARA 2, HOWEVER, ALTERNATIVES COULD BE TO DROP UAE FROM OFFICIAL ITINERARY AND ENCOURAGE MISSION MEMBERS VISIT ON THEIR OWN OR FOLLOW KUWAIT SUGGESTION PARA 4 REF (E).

4. REQUEST POSTS RESPOND TO URGENT BASIS. SPECIFICALLY REQUEST ASSESSMENT DESIRABILITY MISSION BROCHURES, SINCE REPRINTING MAY BE NECESSARY. POSTS ABLE RESPOND BY DECEMBER 13 REQUESTED REPEAT RESPONSES TO LUSAKA FOR BENEFIT FOUR POTENTIAL PARTICIPANTS REF (G) WHO WILL BE THERE THAT DATE. FOR LUSAKA: SHOULD OTHER POST RECOMMENDATIONS BE RECEIVED ON TIME FOR RELAY TO THESE FOUR COMPANY REPS, REQUEST POST REPORT TO COMMERCE THEIR REACTION TO PARTICIPATION NEAR EAST MISSION. PORTER
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To: ABU DHABI MULTIPLE
Type: TE
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